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Welcome to the first edition of **Clearing the Air**, the Tobacco Prevention and Control Program's redesigned online publication. We've modified the format and content of the former newsletter to better meet your needs, based on your feedback through the quality improvement survey and telephone interviews.

You'll find more in-depth articles about your colleagues' successes and challenges in delivering tobacco prevention services, current hot topics in tobacco prevention and control, Tobacco Program administrative updates, and a resource section that features a regular section on the Tobacco Program's materials clearinghouse.

We hope that you find the new **Clearing the Air** a useful, relevant, and informative publication. You may direct your comments on the publication or ideas for future stories to Wright Communications at wright2@olywa.net.

On the Frontlines

New youth prevention advertising campaign launched

The Tobacco Prevention and Control Program launched a new youth prevention multimedia campaign this month, the fourth wave of youth advertising created by the program. The ads can be seen and heard on radio and cable TV, on billboards, on Web sites, and in traditional youth hangouts such as skate parks and movie theaters. The ads are also posted at www.doh.wa.gov/tobacco/media/youthcampaign.htm and on www.unfilteredtv.com.

The news ads target 9- to 14-year-olds and dramatize the randomness of the effects of tobacco use. In the "Sinking Ship" television advertisement, three young people are leisurely smoking in a boat.

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The boat begins to take on water. Realizing that their boat is sinking, the three youth panic when they discover there are only two life jackets. At this point, a voiceover announces, "One in three kids who smoke will die from it." A second television advertisement shows three youth at the center of a spinning roulette



wheel. When the youth light a cigarette, you hear the roulette ball start clicking in the wheel, emphasizing that these kids are gambling with their lives.

To better understand what prevention messages would resonate with kids who are at-risk for smoking, the program used traditional research approaches, like focus groups, and more innovative methods, like videotaped in-depth interviews.

In a 2003 youth telephone survey, 90 percent of the Washington youth surveyed said the prevention advertisements were convincing.

For more information, contact Terry Reid at 360-236-3665 or terry reid@doh.wa.gov.

Regional partnership collaborates on grant proposal

The Northwest Tobacco Free Partnership, a regional coalition of tobacco prevention and control professionals, has taken another innovative step in efforts to fight tobacco use in the five-county northwest area of the state.

The partnership recently submitted a \$50,000 grant proposal to the Robert Wood Johnson Foundation to implement a sustainable tobacco policy change program on six community college campuses.

If successful, the grant will allow the partnership to focus new efforts on the 18- to 24-year-old age group, a particularly high-risk population and target of tobacco advertisers. County health educators would work closely with the colleges to educate students and staff about the need for policy changes, build relationships between relevant groups and individuals, and develop resources and tools to promote campus-wide tobacco-free policies.

The long-range goal is for the campuses of Edmonds Community College, Everett Community College, Skagit Valley College (three branches), Whatcom Community College, Bellingham Technical College, and the multiple branches of the Northwest Indian College to be 100 percent tobacco-free, including the banning of tobacco selling, sampling, and advertising. The colleges serve about 73,868 students.

The partnership, which includes the tobacco prevention programs of Skagit, Snohomish, Whatcom, Island, and San Juan counties, as well as the Northwest Educational Service District, American Cancer Society, and American Lung Association of Washington, was formed in 2000.

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Since 2002, the group has promoted an annual Public Policy Day to educate legislators about the health dangers for workers exposed to secondhand smoke. The partnership also launched an ad campaign to educate the public about the effects of secondhand smoke exposure in an effort to promote tobacco-free workplaces.

Mandi George of Snohomish Health District led the grant proposal effort. With five county health departments involved, developing the grant proposal created a few challenges.

"There are many advantages as well as disadvantages to collaborating regionally," George says. "Advantages include 'two brains are better than one,' 'many hands make light work,' and regional policy change makes a larger statement than smaller, local changes one-by-one.

"On the other hand, a mixture of personalities, working styles, and backgrounds can be challenging, especially when throwing in short deadlines."

The Robert Wood Johnson Foundation's *Tobacco Policy Change: A Collaborative for Healthier Communities and States* is a national initiative that provides resources and technical assistance for community, regional, and national organizations and tribal groups interested in advocating for effective tobacco prevention and cessation policy initiatives.

The application period for policy change grant has closed, but information about future grants and a variety of other tobacco use information is available on the Robert Wood Johnson Foundation Web site at www.rwjf.org.

Youth group convinces Kennewick mall to clean up

The Benton Franklin Youth Advisory Board has convinced operators of the Columbia Center Mall in Kennewick to relocate outdoor ashtrays away from entrances to the mall. The action came after a persistent nine-month effort by the youth group to get the mall to clean up the air at mall entrances.

In August 2003, the advisory group chose the mall project from several advocacy projects under consideration. After initial efforts to contact the mall operator failed, the group got 500 youth to sign a petition asking the mall to change it's policy on smoking near entrances. Once the mall manager saw the petition, a meeting with the youth group was scheduled, and in May the mall moved the ashtrays. The youth group awarded the mall a plaque for it efforts to clean up secondhand smoke around the mall.

For more information, contact Paul Davis at 360-236-3642 or <u>paul.davis@doh.wa.gov</u>.

Expanded youth offerings planned for Prevention Summit

A variety of workshops, trainings, and talks focusing on advocacy and policy change, and an expanded youth workshop track are highlights of this year's Washington State Prevention Summit, October 21-23 in Yakima.

The *Passion To Action: Building Leadership and Commitment* conference is expected to attract more than 1,000 drug, alcohol, and tobacco prevention advocates, including 400 youth. Participants will learn how to be strong prevention advocates, share advocacy strategies, and understand the relevance of working together to change social norms and policies at the local, state, and national levels.

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The summit will include 30 youth workshops, twice as many as last year, with topics such as "body image," "mental health," and "life after high school" suggested by a youth advisory group, which was convened by youth track coordinator Jessica Galuska of Thurston TOGETHER! Youth will also present information about specific projects, such as the effort in Kennewick to convince the local mall operator to relocate ashtrays to reduce the infiltration of secondhand smoke.

The summit also features an adult tobacco track with workshops such as "State Lobbying and Advocacy with Public Funds," "Smokefree Indoor Air: Responding to Opposition Attacks," "Tobacco Control In Indian Country," "Taking Media Outreach to the Next Level," and "Nicotine Addiction/Withdrawal Management."

The Department of Health/Tobacco Prevention Program, Department of Social and Health Services/Division of Alcohol and Substance Abuse, Office of Superintendent of Public Instruction, Washington Coalition for Reducing Underage, and Comprehensive Health Education Foundation sponsor the summit.

Download a conference brochure. Download a conference registration form.

For more information, contact Tom Wiedemann at 360-236-3643 or tom.wiedemann@doh.wa.gov.

Tobacco Program targets high school coaches

The Tobacco Program delivered anti-tobacco messages to those who can make a big difference in kids' lives at the annual Washington Interscholastic Activities Association Coaches School in Yakima in late July. Reaching this under-utilized "mentor group" is a significant step in the program's efforts to educate kids about the dangers of tobacco use.

A large percentage of the more than 400 coaches who attended the conference were from Eastern Washington, and many were from rural communities – an audience that otherwise might be hard to reach.

The Tobacco Program sponsored the "Educating Athletes on the Dangers of Tobacco" workshop by Danny McGoldrick, director of research for the Campaign for Tobacco Free Kids. The workshop, coordinated by the Tobacco Prevention Resource Center, touched on key issues in youth tobacco prevention and emphasized the role of coaches in guiding youth into tobacco-free athletic careers.

The Tobacco Program also distributed a variety of prevention information and materials at the Tobacco Program's display, including lists of county contractors so the coaches would have a "tobacco contact" in their communities.

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For more information, contact Paul Davis at 360-236-3642 or <u>paul.davis@doh.wa.gov</u>.

Mary Selecky and youth leader speak out

Department of Health Secretary Mary Selecky and Bryce Williams, president of the youth action team *PC LITE* (Pierce County Leaders in Tobacco Education), were the featured guests on a Puget Sound-area radio program called *Street Beat* that aired September 19. The 30-minute weekly show on KUBE 93.3 FM hosted by Tony Benton (Tony B) is a community-affairs program that explores local, national, and international issues that impact the Puget Sound area.

Tony B interviewed Selecky and Williams and discussed a variety of topics such as tobacco use among teens, how tobacco companies target teens by distributing samples of their products at clubs or events, the Department of Health's new youth prevention advertising campaign, and youth advocacy across the state.

Williams, a senior at Lincoln High School in Tacoma, has been with PC LITE for three years. He's an Achievers Scholar, is a principle collaborator for the Outrage Youth Prevention Summit, and has made presentations to his peers at the Yakima Prevention Summit. Williams has also testified before the local health board about the dangers of secondhand smoke.

For more information, contact Terry Reid at 360-236-3665 or terry.reid@doh.wa.gov.

Hot Topics

Treating tobacco as a drug

Legislation is before Congress to give the federal Food and Drug Administration authority to regulate tobacco products as it does other consumer products. The Campaign for Tobacco Free Kids has an update at www.tobaccofreekids.org/reports/fda/.

Study suggests on-screen smoking leads young teens to smoke

Teenage girls who have never smoked are more likely to start smoking if their favorite movie star smokes in movies, according to a study in the July issue of the American Journal of Public Health. View "Do Favorite Movie Stars Influence Adolescent Smoking Initiation?"

Teen smoking levels dropping nationally

If youth prevention efforts continue to be successful, the United States could achieve the 2010 national health objective of reducing current smoking rates among high school students to 16 percent or less, according to a Centers for Disease Control and Prevention report titled "Trends in Cigarette Use Among High School Students – United States, 1991-2003." <u>View the report</u>.

Secondhand smoke more dangerous than previously thought

A <u>British Medical Journal study</u> finds that exposure to secondhand smoke increases the risk of heart disease among non-smokers by as much as 60 percent. It is the first study to show a direct physical link between secondhand smoke exposure and an increased risk of heart disease.

Children bear significant health burdens from exposure to secondhand smoke A new American Legacy Report, "Secondhand Smoke Tearing Families Apart," details of impact of secondhand smoke on children.

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States falling short on cancer policies

A recent American Cancer Society report scores states on five policy issues on which states can take action to fight cancer; three of which involve tobacco control. For more information, view the media release.

Need to Know

For frequent updates on Need to Know information for Tobacco Program contractors, visit the contractor resources Web home page, which is linked to the main CATALYST Web page.

Redesigned Web sites launched

As part of continuous quality improvement efforts, the Tobacco Program launched redesigned public and contractor resources Web sites this month. Both of the sites were reorganized to be more user-friendly and provide easier access to information.

The public site is organized around the four program goal areas of cessation, youth, disparities, and secondhand smoke, and focused on the information needs of the general public. The public site homepage URL is still www.doh.wa.gov/tobacco.

The contractor resources site (also known as the "hidden" site) is also organized along the program goals areas but includes much more detailed and in-depth information, including all of the data and information contained on the previous version of the site. Each of the four goal areas has its own "home page" with links to a variety of the most commonly requested information.

Access the new contractor resources site through CATALYST.

Looking for "True Stories" on quitline.com

Trying to quit tobacco can be a lonely prospect. It's far from easy. The stories that smokers share of their attempts to quit can be very inspirational to others in the process.



The Washington Tobacco Quit Line Web site, www.quitline.com, now features a "True Stories" section where people can write about their experiences before, during, and after trying to quit. Thousands of people visit the site each month in an effort to stop their tobacco use. Posting a story may provide the extra lift a smoker needs to quit. If you are working with or know people who are trying to quit, encourage them to visit www.quitline.com for cessation support and to share their stories.

Also needed are people who have successfully quit using the quit line and are willing to share their story with the media.

If you know of anyone with a story to tell, contact Terry Reid at terry.reid@doh.wa.gov.

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New UnfilteredTV.com section focuses on media advocacy

This summer, the "Activate" section on www.UnfilteredTV.com was expanded to include media advocacy tools and resources for local youth tobacco prevention teams. The tools will help youth get their message out either through meeting with local officials or getting their story in the newspaper or on TV.

Topics include an overview of media advocacy, how to work with media, how to involve law enforcement, how to recruit

members, and how to build partnerships. This section also includes a statewide list of local youth groups and an event calendar for youth activities.

Record numbers of youth registered for 2004 Healthy Youth Survey

Participation in Washington's school-based youth risk behavior survey has steadily grown, reaching a new registration high of more than 275,000 students statewide. More than 1,000 schools in all 39 counties signed up to take the survey during the second week of October. This successful recruitment was the result of the hard work and collaborative efforts of Educational Service District tobacco coordinators, local health jurisdictions, and many other community supporters.

The Healthy Youth Survey is a joint project between the Department of Health, Office of Superintendent of Public Instruction, Department of Social and Health Services, Department of Community Economic Trade and Development, Governor's Family Policy Council. The survey is conducted in grades 6, 8, 10, and 12 every other year. Survey results will be available in the March 2005.

For more information, visit <u>www.rmccorp.com/hys04</u> or contact Susan Richardson at 360-236-3745 or <u>sue.richardson@doh.wa.gov</u>.

Reaching smokers in their cars

A quarter million litterbags emblazoned with Washington Quit Line information are being distributed beginning this month as part of a joint project between the Tobacco Program and the Washington Department of Ecology's "Litter and it will hurt" campaign. The bags are now available through Tobacco Program materials clearinghouse for distribution by Tobacco Program contractors. Other bags will be mailed with a warning letter from Washington State Patrol to people who have been reported tossing a lit cigarette from their car, and the remaining bags will be distributed at the Department of Licensing statewide offices.

For more information, contact Roberta Golden at 360-236-2966 or tobacco.clearing@doh.wa.gov.

Employer Worksite Wellness Survey

The Tobacco Program is nearing completion of its first employer worksite survey. The survey is being administered to a statewide sample of businesses in Washington with more than 50 employees, and collects information about secondhand smoke policies and employee healthcare tobacco cessation benefits. Information gathered from this survey will be used to plan and provide better programs to support businesses to have healthy employees.

For more information, contact Mike Boysun at 360-236-3671 or mike.boysun@doh.wa.gov.

Calling all students

 O_2 magazine is searching for new board members to replace those who recently graduated. Applicants must be in grades 9-12 during the 2004-2005 school year. Visit the O_2 site for an application and the October back-to-school issue submissions flyer. Email O_2 editor O_2 u.washington.edu with questions or to request a hard copy of the application.

Resources

New report on smoking now available

Forty years have passed since the first landmark Surgeon General's report on smoking and health. The new Surgeon General's report, *The Health Consequences of Smoking*, is now available at www.cdc.gov/tobacco/sgr/sgr_2004/index.htm. The report and other printed materials are also available from the Centers for Disease Control Office on Smoking and Health. Order publications.online from the CDC or view a partial list of publications and printable order form.

New quit chew program available

A smokeless tobacco cessation program created by <u>Oregon Research Institute</u> and sponsored by the <u>National Cancer Institute</u> is now online at <u>www.chewfree.com</u>.

Updated information on lesbian, gay, bisexual and transgendered (LGBT) populations

The Tobacco Technical Assistance Consortium's updated <u>LGBT</u> <u>Populations and Tobacco 2nd edition</u> is designed to educate tobacco control professionals who want to expand their knowledge of LGBT populations.

Online Newsletters

<u>Streetheory</u> – American Legacy Foundation's new youth activism site

<u>Preventing Chronic Disease</u> – Centers for Disease Control's online e-journal (click on subscriptions and follow the instructions)

O₂ magazine – Teen Media Futures, educates youth on the issues and industry targeting (located on the unfilteredty.com site)

Tobacco Free Press – Association of State and Territorial

Health Officials, bimonthly

<u>TTAC Exchange</u> – Tobacco Technical Assistance Consortium, quarterly tobacco control newsletter

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Other Online Resources

American Cancer Society – <u>www.cancer.org</u> American Heart Association – <u>www.americanheart.org</u>

Tobacco Prevention & Control Program

Clearinghouse

Roberta Golden 360-236-2966 tobacco.clearing@doh.wa.gov

Roberta Golden, the new Clearinghouse coordinator, has been diligently "getting the house in order" since taking assuming coordination responsibilities last month. As of mid-August all back orders were filled, so contact Roberta if an order placed before August 16 has not been received.

The Tobacco Program has formed a work group to help improve Clearinghouse efficiency and customer service. The group will first meet in October to begin reviewing currently available items – each item's effectiveness, cost efficiency, and literacy level - and make recommendations about improvements to the operation. The Clearinghouse will continue to stock basic items as the review process is being conducted.

Please check new ly updated clearinghouse Web page, accessible through CATALYST, or contact Roberta for stock availability. The Tobacco Program is committed to improving the level of service provided by the Clearinghouse. Thank you for your patience.

 $American\ Lung\ Association - \underline{www.lungusa.org}$

Americans for Nonsmokers' Rights Foundation –

www.no-smoke.org

Asian Pacific Partners for Empowerment and Leadership –

www.appealforcommunities.org

Centers for Disease Control, Office on Smoking or Health -

www.cdc.gov/tobacco

National African American Tobacco Prevention Network –

www.naatpn.org

National Center for Tobacco-Free Kids – www.tobaccofreekids.org

National Latino Council on Alcohol and Tobacco Prevention –

www.nlcatp.org

Policy Advocacy on Tobacco and Health/The Praxis Project, Inc. – www.thepraxisproject.org Teen Health and the Media, University of Washington/Washington Department of Health – www.depts.washington.edu/thmedia

Tobacco Technical Assistance Consortium – www.ttac.org